

旅游英语



English for Tourism

高 佳 主编



科学技术文献出版社
SCIENTIFIC AND TECHNICAL DOCUMENTATION PRESS

山东省技能型人才培养特色名校建设教材

旅游英语

English for Tourism

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· 北 京 ·

图书在版编目 (CIP) 数据

旅游英语 / 高佳主编. —北京: 科学技术文献出版社, 2015. 9
ISBN 978-7-5189-0607-9

I. ①旅… II. ①高… III. ①旅游—英语 IV. ① H31

中国版本图书馆 CIP 数据核字 (2015) 第 189454 号

旅游英语

策划编辑: 崔灵菲 责任编辑: 宋红梅 责任校对: 张咧咪 责任出版: 张志平

出 版 者 科学技术文献出版社
地 址 北京市复兴路15号 邮编 100038
编 务 部 (010) 58882938, 58882087 (传真)
发 行 部 (010) 58882868, 58882874 (传真)
邮 购 部 (010) 58882873
官 方 网 址 www.stdp.com.cn
发 行 者 科学技术文献出版社发行 全国各地新华书店经销
印 刷 者 北京九州迅驰传媒文化有限公司
版 次 2015 年 9 月第 1 版 2015 年 9 月第 1 次印刷
开 本 787×1092 1/16
字 数 188 千
印 张 10
书 号 ISBN 978-7-5189-0607-9
定 价 26.00 元



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前言

旅游指为了休闲、商务或其他目的离开惯常环境，到某些地方并停留在那里，但连续不超过一年的活动。旅游目的包括六大类：休闲、娱乐、度假，探亲访友，商务、专业访问，健康医疗，宗教/朝拜，其他。旅游是一种科学、一种文化、一种艺术、一种人类不可或缺的生活方式。

《旅游英语》教材主要是以培养英语旅游人才，尤其是英语导游人才为目的，突出以能力为本位，以职业实践为主线，符合我国旅游专业人才培养方案，结合编者企业实践经验和一线旅游教学经验，编写而成。教材尽量体现旅游食住行游购娱等各方面的内容。潍坊市假日国际旅行社有限公司总经理滕泽海参与本书框架的制定及部分编写工作。

本书根据旅游从业人员，尤其是英语导游人员的岗位实际，把英语导游服务主要划分为两大项目：一是贯穿始终的日常生活服务，按照导游服务工作流程进行，下设迎接服务、入店服务、其他服务（购物服务、餐饮服务）、送客服务四个模块，以期培养学习者职业领域的实践能力；二是导游讲解服务，围绕中国文化基础知识展开，下设中国概况讲解、旅游地区概况讲解、中国文化讲解、不同类型景点讲解四个模块，力求为英语导游在跨文化交流方面提供充实的知识储备。

但是中华文化博大精深，我们提供的素材也只是蜻蜓点水，希望能够给广大旅游爱好者，英语导游工作者起到抛砖引玉的作用。

本书可作为高职院校旅游管理专业和涉外旅游专业的教材，同时也可作为对英语导游资格考试培训的教材。

编者

2015年7月

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Project 1

Services / 导游生活服务

Module 1 Greeting Guests / 欢迎游客

一、工作任务

1. 接站 / Meeting the Tour Group at the Airport or the Railway Station

Dialogue

(The local guide, Li Ming, is at the airport to meet Mr. and Mrs. Taylor from the United States.)

Li Ming: Excuse me, but are you Mr. Taylor from the United States?

Mr. Taylor: Yes, I am.

Li Ming: Oh, Mr. Taylor, welcome to Beijing. I'm Li Ming, your local guide from China Comfort Travel Service.

Mr. Taylor: Hello, Li. Thank you for coming to meet us. This is my wife, Judy.

Li Ming: Nice to meet you.

Mrs. Taylor: Nice to meet you, too.

Li Ming: Did you have a pleasant flight?

Mrs. Taylor: Yes, very pleasant.

Li Ming: Have you got your luggage?

Mr. Taylor: Yes, everything is here.

Li Ming: The shuttle bus is parked outside. Let's go to the hotel first. Shall we go now?

Mr. Taylor: OK. Let's go.

Mrs. Taylor: That's fine.

Li Ming: Can I give you a hand?

Mr. Taylor: Oh, no, thank you. Judy and I can manage.

Li Ming: Good. Oh, this way, please.

2. 首次途中导游 / To be a Guide along the Way to the Hotel

Dialogue

(The local guide, Li Ming, has just met his guests at the airport, and now they are going to the hotel in the coach.)

Li Ming: Good morning, Mr. and Mrs. Taylor! Welcome to Beijing! We are leaving the airport for May Flower Hotel where you will stay tonight. Now we are on our way to the hotel. Please sit back and relax. First, let me introduce my colleague. This is Mr. Li, our driver. He has more than 15 years of driving experience, so you are in very safe hands. On behalf of the travel service and my colleague, I'd like to extend a warm-hearted welcome to both of you. If you have any problems, please don't hesitate to tell us. My mobile phone number is 13971886458.

Mr. Taylor: Well, how far is the hotel?

Li Ming: Oh, Mr. Taylor. It will take us about 40 minutes. It's one of the best four-star hotels in Beijing. Its service is warm and efficient. I hope you'll enjoy your time there.

Mrs. Taylor: Yes, sounds great.

Li Ming: As we travel along, you'll have a view of the outskirts and the city. As the capital of China and one of the seven old capitals in Chinese history, Beijing presents the traditional outlook as well as the spectacular view of the modern metropolis. It is a pleasant place to visit, to shop in, to dine in, or to be entertained. It is located in the vast North China Plain. The city covers an area of 16,800 square kilometers, with a population of 13.82 million. The city has a history of more than 690,000 years, with the attractions such as

the Great Wall, the Palace Museum, and Peking Ape Man.

Mr. Taylor: Look at those trees. How beautiful!

Li Ming: It is the biggest artificial plantation. It is an important part of the greenbelt of the eastern suburbs. Look, can you see that tall building? That's May Flower Hotel. And here we are at the hotel.

Mrs. Taylor: That's fine.

二、知识链接

1. 中国旅游指南 /A Guide to China

Procedures and Visa

According to the Law of the People's Republic of China concerning the Administration of Foreigners Entering and Leaving the Country, foreign tourists must apply for visas at China's foreign affairs offices, consulates or other organizations authorized by the Ministry of Foreign Affairs. A group of five tourists or more can apply for a group tourist visa. This is usually handled by a travel agency organizing groups. People coming to China from countries which have visa agreements with China (such as agreements which exempt tourist groups from visas) are treated in accordance with these agreements.

If you want to go to Tibet for a visit, you can apply for a visa only with the consent of the Tourism Administration of the Tibet Autonomous Region or any one of its foreign representative offices. A passport is required for visa application; the passport shall be valid for at least six months beyond the duration of the tour.

For Canadian and US passport holders, visa is not required for Hong Kong if your stay is less than 90 days as a tourist. For other passport holders, please consult with your nearest PRC embassy or consulate.

Customs Regulations

Entry

Tourists must fill out a baggage declaration form (in two copies) and hand it in to customs, retaining the carbon to show upon exit. Personal belongings will be admitted duty free, including food, two bottles of liquor and two cartons of cigarettes. Wristwatches,

radios, tape recorders, cameras, movie cameras, and similar items may be brought in for personal use but cannot be sold or transferred to others and must be brought out of China.

Gifts for relatives or friends in China, or articles carried on behalf of others, must also be declared.

Visitors can bring in an unlimited amount of foreign currency and Chinese Renminbi (RMB). Traveler's checks, and the unspent portion can be taken out.

Exit

On leaving China, tourists must again submit the baggage declaration form for customs inspection (the second copy). Travelers by ship are exempted.

Items purchased in China with RMB converted from foreign currencies may be taken out or mailed out of the country after receipts are presented for customs inspection. In cities where a Customs Office does not exist, this can be arranged through the local Friendship Store.

Quarantine & Immunizations

Those who carry such special articles as microorganisms, human body tissues, biological products, and blood and its products, should declare to a quarantine department, and subject these articles to quarantine inspections.

Passengers from yellow fever-infested areas should, when entering China, display to the quarantine department effective certificates showing that they have been inoculated against yellow fever. He who does not have such a valid certificate shall be retained for observation for six days beginning from the day he left the infested area, or he shall be inoculated and retained until the certificate comes into effect. It is the task of the Chinese quarantine authorities to prevent foreigners suffering AIDS, venereal diseases, leprosy, mental diseases and open tuberculosis from entering China.

Currency

The Chinese currency is called Renminbi, and is issued by the People's Bank of China. The abbreviation for Chinese currency is RMB (¥). Many hotels and stores accept major credit cards. At present, the following credit cards can be used in China: Master Card, Visa Card, American Express, JCB, Diners Card. Holders of these cards can draw cash from the Bank of China, buy goods and pay for purchases at exchange centers of the Bank of China, appointed shops, hotels and restaurants.

For the convenience of tourists, the Bank of China can cash travelers' checks sold by international commercial banks and travelers' check companies in the United States, Canada, Australia, Japan, Britain, France, Switzerland, Germany and other countries and regions. Also the Bank of China sells travelers' checks for such banks as American Express, Citibank, Tongjilong Travelers' Check Co., the Sumitomo Bank of Japan, the Swiss Banking Corporation and others.

Foreign Exchange

Foreign currency cannot be circulated within the People's Republic of China or used to determine the price and settle accounts. At present, China will accept and convert into Chinese Renminbi such foreign currencies as the US dollar, British pound, Euro, Japanese yen, Australian dollar, Austrian schilling, Belgian franc, Canadian dollar, Swiss franc, Danish krone, Singapore dollar, Malaysian ringgit, Italian lira, and Finnish markka. Exchange rates are issued every day by the State Administration of Exchange Control. Before leaving China, unused Chinese Renminbi can be converted back into foreign currency with a "foreign exchange certificate" which is valid for six months.

Climate

China has a continental and seasonal climate. Most parts are in the temperate zone but southern areas are in the tropical or subtropical zone while northern areas are in the frigid zone. Climates in different areas are complicated. For instance, northern Heilongjiang Province has a winter climate the year round without summer, while Hainan Province has a summer climate the year round without winter.

China can be visited throughout the year because of the stretch of its territories and sites and activities it can offer. Deciding when to visit China depends on which places you wish to visit, what type of weather you enjoy, and how much a bargain you want. China is a huge country with many different climates and types of landscape. Traveling along the Golden Route (Beijing, Xi'an, Shanghai, Guilin) is like visiting New York, Chicago, Santa Fe, and Jacksonville, Florida all in one trip.

April, May, September and October are the peak tourist months at China's most popular destinations when the weather is the most comfortable. Prices drop a bit in the shoulder season, which runs from November through March and from June through August. However, the winter months are the peak season for trips to China's Hainan Island and to the Northeast Harbin for its world-famous ice-lantern festival. These months are

also packed with New Year holidays, Chinese Spring Festival and other national or local happy fairs. Summer months are great time to explore Northeast China.

Baggage Limits on Flights

For China domestic flights, you are allowed to check one piece of luggage. The limitation is 20 kilograms (44 pounds) total. A fee may be imposed for extra piece or excessive weight. You can also take one hand carry-on plus a backpack or tote bag, all of which should fit in the overhead compartment or under your seat.

Electricity

The electricity used in China is 220 volt AC. Many middle and high-class hotel wash rooms have transformer plugs for electric shavers and hair dryers, but it is better to be prepared with an adapter plug.

Telephone and Postal Service

In towns and cities, IDD service is provided at all hotels and post offices. Phone cards are available in post offices inside hotels or in the streets. Even more conveniently, most newsstands in major cities also sell phone cards. Telephone booths in the streets are mostly for local calls. Tourist hotels provide postal services. If you want to send important items such as antiques and cultural relics that are under customs control, you will have to ask for the help of the local branch of the international post office, instead of the small post office in a hotel.

Tipping Practice for Visitors to China

It is a common practice for visitors to tip the tour guide and driver in recognition of their good service. Hotel bellboy expects your tips as well. It is not customary to leave tips at hotel or local restaurants as the bill usually includes 10%~15% service charge.

Some Useful Numbers

110 — Police

112 — Inner-city telephone mishaps

113 — Operator of domestic long-distance calls

114 — Inner-city telephone number inquiries

115 — Operator of international long-distance calls

116 —— Information on domestic long-distance calls

117 —— Time

119 —— Fire

120 —— Ambulance

121 —— Weather forecasts

Notes

(1) Tibet Autonomous Region 西藏自治区

(2) Master Card 万事达卡

(3) Visa Card 签证卡, 通行卡

(4) Diners Card 大莱卡

(5) American Express Co. 美国万国宝通银行

(6) Tongjilong Travelers' Check Co. 通济隆集团有限公司

(7) AIDS(acquired immune deficiency syndrome) 艾滋病

(8) JCB JCB 信用卡 (JCB 为日本国际信用卡公司)

(9) AC(alternating current) 交流电

(10) IDD 国际直拨长途电话

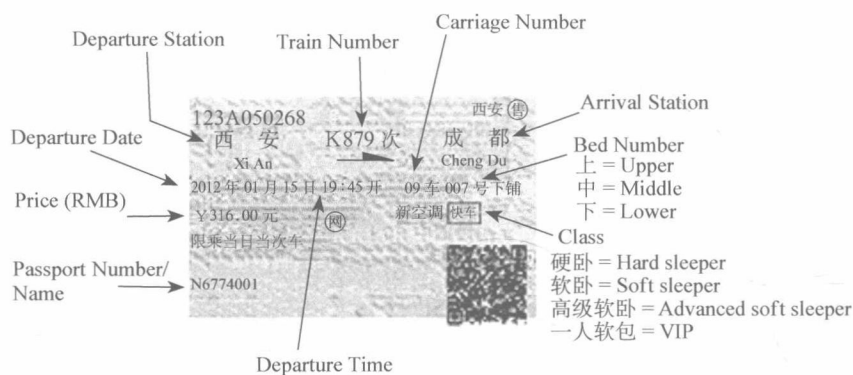
2. 外国游客如何在中国乘坐火车 /How to Take the Train in China for Foreign Tourists

If you have experienced train travel in China in the past, you may feel discouraged because of either their speed or service. However, Chinese railway has undergone earth-shattering changes in recent years. Following a six-stage program to increase railway speed, traveling by rail is no longer an agonizing journey. Instead, it can be the most cost effective choice for travelers.

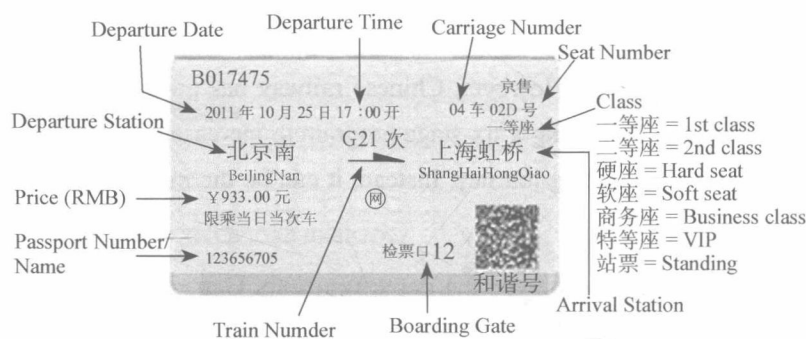
Always spare some time before the departure time. Generally speaking, you need to arrive at the railway station an hour earlier before the train leaves. However, should you take during Spring Festival Travel Rush or holidays, you are advised to be two hours earlier. Hereafter are the basic steps for boarding. Hope it will help your boarding more easily.

Step 1: Read Your Train Ticket

A ticket is a small piece of paper in blue or pink. From the top, you can see the departure and arrival stations and usually with English names below. Pay specially attention to the departure station. Many cities in China have more than one station, so you need to make sure which one you should go to. A train number is between the two stations. According to the number, you can find your waiting room and platform to get on board. Departure time, carriage number and seat number are either above or below the stations. The ticket price is shown in RMB (¥). On the pink ticket, you will see the seat type beside the ticket price, while on the blue ticket, the seat type is below the seat number. Passenger's name and passport number are on the left at the bottom of a ticket.



Sample (Click to enlarge)



Ticket of Multiple Unit Train

Step 2: Enter into the Railway Station

When you reach a station, you usually arrive at the square out of the station hall, where many people are waiting for their train. To enter the station hall, you need to wait in lines by showing your ticket and having your luggage examined by the X-ray machines at the entrance. All the luggage including your carry-on bags has to be placed on the conveyor belt for examining as some items are limited and some are prohibited, and then collect your items on the other side. A policeman may “wand” you as the way they do in airports, sometimes.

Step 3: Find the Right Waiting Room

After you enter the station, you should find out your waiting room and the platform to get on board on the LED screens in the station hall, which also display train schedules and status. You can find the right waiting room according to the information on your tickets, or ask station personnel for help if you are in trouble with Chinese characters. Waiting rooms are numbered, and some stations may have special rooms for soft seat, soft sleeper and high-speed train tickets holders. All waiting rooms are equipped with toilet, drinkable hot water, grocery stores, and newsstands. In a small station that only has one waiting room you just need to find out the right place for check-in.

Step 4: Check-in

In most cases, check-in starts 30 minutes before departure time in a starting station. Thus you are advised to arrive at the station one hour earlier. If it is intermediate station, there is only three to five minutes for check-in. Apart from the LED screens there will also be broadcast to inform you. Since the real-name system has been applied, you may be required to show your valid ID certificate (or your passport) when checking in. Then drag your suitcases and walk with the flow of people to your platform, and maybe climb or get down some stairs for not all stations are equipped with escalators. Large stations have Red Cap Luggage Service that a luggage porter carries your luggage to the platform, and, if you pay for this service you can check in ahead of schedule following your luggage.

Step 5: Board the Train

The train number and the carriage number are shown outside the carriage clearly; therefore it is easy to find your carriage. There is a railway staff at the door of each carriage to whom you are required to show your ticket. If you board on the wrong carriage, he / she will instruct you to the right one. You are advised to get on board as early as possible, especially

for those carrying large-sized luggage, because the luggage racks are not large enough for all passengers' luggage and you have to put your luggage under seats or berths if there's no room for it. Seat / Berth numbers are usually above the seats or the table in a sleeper car.

Step 6: Get off and Find the Way out of the Station

There will be announcement in carriage before the train arrives at each station. On hearing your station, you can start to pack up and prepare to get off. There are clear signs above head showing you the way out, or just follow the stream of people you will find the station exit. Luggage service is available at some stations and you can leave the station with the porters. If you are picked up by a friend or your tour guide, make sure where they will wait for you, on the platform or at the station exit. Stations in big cities are always connected with subway stations, bus stops, taxi stands and coach stations. Subways are usually accessible through underground passages, and buses, taxis and coaches can be found around the square of the station.

China Train Travel Tips

1. The announcements in the railway stations are broadcast in Chinese, but in some big cities like Xi'an, Beijing and Shanghai, they are also broadcast in English, and bilingual signs in both Chinese and English will be helpful.
2. Trains stop at stations just long enough for people to get on and off. For that reason it is wise not to get off during your journey for any reason as it may well leave before you can get back on board.
3. Most overnight trains have a dining car where you can purchase a meal. There are also trolleys service selling items of food, drinks, snacks, magazines and other small items. Trolleys regularly go back and forth through the aisles during a journey.
4. Be prepared to cope with the crowds and some inconvenience. Rail travel in China is a cultural experience to be enjoyed; it is bound to be memorable!
5. Be careful to guard against theft. Keep your luggage safe and take the valuable items in your carry-on bags rather than in the suitcases.
6. Never give personal information to strangers.
7. Avoid using public phones near the station, as some of the owners will play tricks

on the phone in order to ask for more money.

8. Never accept food or drinks given by a stranger.

Notes

- (1) earth-shattering changes 惊天动地的变化
- (2) an agonizing journey 一段痛苦的旅程
- (3) Spring Festival Travel Rush 春运
- (4) carriage number and seat number 车厢号和座位号
- (5) wand 用金属探测棒检查
- (6) the waiting room and the platform 候车室和站台
- (7) Red Cap Luggage Service 小红帽送站服务

三、重点提示

1. 致欢迎词 / A Welcome Speech

Good morning, ladies and gentlemen!

Welcome to Wuhan! We are leaving the airport for May Flower Hotel where you will stay tonight. Now we are on our way to the hotel. Please sit back and relax. Your luggage will be sent to the hotel by another coach, so you don't have to worry about it.

First, let me introduce my colleague. This is Mr. Li, our driver. He has more than 20 years of driving experience. My name is Liu Yan; my English name is Amy. You can just call me Amy or Xiao Liu. We are from China Wuhan International Travel Service. On behalf of the travel service and my colleague, I'd like to extend a warm-hearted welcome to all of you. During your stay in Wuhan, I will be your local guide. We'll try our best to make your visit go smoothly. If you have any problems, please don't hesitate to tell us. My mobile phone number is 13971886458. I'll have it switched on for 24 hours. Don't hesitate to contact me whenever you need to.

Now, we are on the way to our hotel. It is a three-star hotel in the downtown area of Wuchang. Look out of the windows! We are driving across the famous Wuhan Yangtze River Bridge, which was built in 1957 and is the earliest highway-railway bridge over the

Yangtze River. Our dear Chairman Mao once wrote a poem praising it for it links Wuchang to Hanyang and turns a huge natural canyon into a man-made broad way. From the bridge, you can see the rolling water run to the east with ships coming and going. Attention, please! There are two magnificent buildings setting at the two ends of the bridge. They are Yellow Crane Tower and Guishan Television Tower. They are both landmarks of Wuhan and respectively represent the brilliant history and present thriving of Wuhan.

Ladies and gentlemen! Wuhan is a city with a long history and bright culture. It is one of the famous historical and cultural cities ratified by the State Council. So you will feast your eyes on both cultural sites and natural sites. The well-known scenic spots you're going to visit include East Lake Scenic Areas, Millstone Hill, Yellow Crane Tower, Guiyuan Buddhist Temple, just to name a few. "I like to eat the delicious Re Gan Mian noodles; I like to wear the cotton jacket I bought in Han Zheng Street; I like to live near the flourishing Liuduqiao area; I like to cross each bridge over the Yangtze," writes a Chinese Wuhan resident. The saying exactly summarizes the features of Wuhan. Now we are arriving at Yuema Square. Can you see a statue in the square? It's over there, a big statue of Dr. Sun Yat-sen, a great figure in the twentieth century in China.

As a Chinese old saying goes, "isn't it delightful to meet friends from afar?" I am very happy to see you from the other side of the Pacific Ocean—the United States of America. I shall do my best to make you tour trip pleasant. Tonight we shall hold a welcome party for you. I hope you will enjoy the wonderful Wuhan snacks. At the party, I shall tell you the itinerary of your one-day tour in Wuhan.

Oh, the coach is so fast. We have arrived at May Flower Hotel. Now, please get off one by one, and follow me to check in.

Thank you for your cooperation!

Notes

- (1) sit back 不采取行动; 休息一下
- (2) switch on 接通
- (3) feast one's eyes on 饱眼福
- (4) Yellow Crane Tower 黄鹤楼
- (5) Guishan Television Tower 龟山电视塔